



NEWBURY RACECOURSE PLC

JOB DESCRIPTION

General Information

Job Title:	Graphic Designer
Reports to:	Marketing Manager
Job Purpose:	To design, adapt and amend Newbury Racecourse's print and digital output.
Key Relationships:	External – Print Agencies, Paid For Media, Digital Agency, CRM/Insight Agency, PR Agency, Venue Partners, Venue Photographers & Videographers, Third Parties – e.g. Sky Sports Racing, RCA, British Champions Series. Internal – Marketing Team, Sales Team, Operations Team, Catering Team, IT Team, The Lodge Team, Rocking Horse Nursery Team

Main Duties

1. Create and output engaging design content for Newbury Racecourse and its constituent business units – i.e. The Lodge, Rocking Horse Nursery, Conference & Events – across print, digital and social platforms
2. Edit, amend and output pre-existing artwork and creative
3. Create new designs and creative themes from scratch where required
4. Act as the guardian of the Racecourse's brand guidelines and develop and supplement guidelines where necessary
5. Oversee the creation and sign-off of Newbury's printed raceday programmes
6. Ensure all jobs are formally briefed in, worked on and signed-off in line with the Racecourse's design process
7. Liaise with paid-for media to ensure outputted design work (both print and digital) matches the required specifications
8. Liaise with print agencies to obtain quotes for production of printed materials and oversee completion and successful delivery of production jobs
9. Offer a proactive approach to identifying and leveraging new and emerging creative and design opportunities
10. Work closely and collaboratively with Newbury Racecourse's retained agencies – i.e. Digital, CRM/Insight – to ensure outputted designs are optimised for all platforms
11. Work closely and collaboratively with internal departments and contacts to ensure jobs are completed in priority order and on time

12. Manage and schedule the Racecourse's design requirements in collaboration with the Marketing Manager
13. Manage the Racecourse's database of design work and original artwork compartmentalised by department/theme
14. Assist with the maintenance and optimisation of Newbury Racecourse's imagery and content archive
15. Promote and exemplify the values and behaviours of Newbury Racecourse's 'Uniquely Newbury' positioning

To comply with Health and Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company's Health & Safety Policy & Procedures.

Plus any other duties that may be reasonably required by the CEO.

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they currently exist but is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.

I agree that I have been fully briefed on my job role and understand the requirements of my job description.

Employee's Signature: _____

Employee's Name: _____ Date: _____

Manager's Signature: _____

Manager's Name: _____ Date: _____